

Introducing 3D Product Development

1. Explore the concept of 3D product development by the lecture and videos.
 - Explain what 3D product development is.
 - 3D product development: Virtual and digital prototyping of a new product from a concept/idea to the market (Papahristou & Bilalis, 2017).
 - Explain 3D product development process in general and in fashion.
 - 3D product development process in general (Adams, 2019)
 - Idea generation
 - Concept development and testing
 - Product development
 - Marketing strategy development
 - Test market
 - Commercialization
 - Launch/Production
 - 3D product development process (Dissanayake & Sihha, 2015)
 1. Research and analysis
 2. Concept development
 3. Sample preparation
 4. Pattern development and cutting
 5. Production/Manufacturing
 - Fashion Sampling
 1. Design-related samples: to model design ideas and, ideally, finalize the pattern for production. These are used by the designer and pattern cutter.
 2. Sales-related samples: used to win orders from buyers.
 3. The Production samples: intended to test consistency in production and will be made by the factory prior to production.
 - *Short question: What are the advantages of using 3D fashion sampling?*
2. Understand the application of 3D product development concept for fashion/retail businesses by reading an article/case study.
 - Explain about the apparel product cycle (Brown & Rice, 2013, p.109).
 - Provide the article to read (Papahristou, & Bilalis, 2017) and show the video about 3D workflow for fashion business (Creating a 3D Garment - The 3D Fashion Workflow - YouTube).
 - *Discussion question: Read the provided article and watch the video of 3D workflow for fashion business. Discuss the advantages and challenges of 3D product development?*

Competencies: Critical decision-making, creative problem solving